

## CLAIMS

1. A system and method for preparing personalized presentation folders, comprising the steps of;
  - obtaining data relating to an event, said data including at least names of attendees for the event;
  - providing at least one blank suitable for use as a presentation folder;
  - printing said blanks with at least a portion of said data to create printed blanks;
  - supplying at least one sheet suitable for forming into a pocket;
  - printing said at least one sheet with at least a portion of said data, said portion is complimentary to said data printed on said printed blanks;
  - forming said sheet into at least one pocket; and
  - connecting said pockets to said blanks to create a presentation folder, with said printing on said pockets cooperating with said printed blanks to form a personalized communication on each of said presentation folders for each attendee.
2. A system and method as recited in claim 1, wherein said data further includes information relating to at least one product or services being offered by a presenter for the event.
3. A system and method as recited in claim 1, including a further step of supplying a second sheet for forming into a pocket after the step of printing said first sheet.
4. A system and method as recited in claim 1, including a further step of supplying a second sheet for forming into a pocket substantially simultaneously with said step of supplying said first sheet.

5. A system and method as recited in claim 1, including a further step of providing data related to a presenter substantially simultaneously with the step of obtaining information or data related to the event.

6. A system and method as recited in claim 5, including a further step of merging the presenter data with that of the data relating to the event substantially simultaneously with the step of obtaining the data relating to the event data.

7. A system and method as recited in claim 1, including a further step of packaging the presentation folders after the step of connecting the pockets to the blanks to create the presentation folders.

8. A system and method as recited in claim 7, including the further step of distributing the presentation folders after the step of packaging.

9. A system for creating personalized presentation folders, comprising;  
a first data base containing information relating to an event, said data base having at least a listing of attendees for said event;  
a second data base containing information on at least one product or service being offered by a presenter of the event;  
a computer for formatting information to be printed on a blank to be formed into a presentation folder and a sheet suitable for folding into a pocket;  
a communication means for communicating between said first and second data base and said computer; and  
a printing means connected to said computer, said printing means capable of rendering the data on each of said blank and said sheet and said printing means creating complimentary printing on each of said blank and said sheet after said sheet and said blank are formed into a presentation folder.

10. A system as recited in claim 9, wherein the first data base is at a location distinct from said second data base.

11. A system as recited in claim 9, wherein said first and second data bases are prepared separately from one another.

12. A system as recited in claim 9, wherein the printing means is a digital press.

13. A system as recited in claim 9, wherein the communication means includes a global communication network.

14. A system as recited in claim 9, wherein a third data base is provided and contains collateral information useful in presenting products and services associated with the event.

15. A system as recited in claim 14, wherein the third data base contains information related to the sponsors of a particular event.

16. A system as recited in claim 14, wherein the third data base contains information related to previous successes with advertising campaigns.

17. A method of advertising personalized presentation folders, comprising the steps of;

preparing at least one personalized presentation folder, said presentation folder having a blank and a pocket prepared independently of one another and each of said blank and pocket having indicia that is complimentary to one another;

creating marketing collateral related to benefits of being able to present individualized presentation folders; and

marketing said personalized presentation folders along with said marketing collateral to end users.

18. A method of advertising personalized presentation folders as provided in claim 17, wherein said marketing collateral includes scripted or prepared material that are distributed through audio and visual communication mediums, over a global communication network, through printed mediums such as newspapers, trade publications, magazines, fliers, handouts and combinations thereof.